

LAMPIRAN

Lampiran 1 Kuesioner

Kuesioner



KUESIONER

Penelitian Skripsi dengan Judul

“PENGARUH *EXPERIENTIAL MARKETING* TERHADAP *CONSUMER SATISFACTION* PADA AMNESTI KOPI BANDAR LAMPUNG”

Kepada Yth, Bapak/Ibu/Saudara/i
Konsumen Amnesti Kopi
Jl.Hasanuddin A-5, Pasar Kangkung
Teluk Betung, Bandar Lampung.

Dengan hormat,

Bersama ini saya sampaikan bahwa saya :

Nama : Beti Suryani

NPM : 1612110472

Mahasiswa S1 Manajemen Fakultas Ekonomi dan Bisnis Institut Informatika dan Bisnis Darmajaya, sedang melakukan penelitian dalam rangka penulisan skripsi mengenai “PENGARUH *EXPERIENTIAL MARKETING* TERHADAP *CONSUMER SATISFACTION* PADA AMNESTI KOPI BANDAR LAMPUNG”.

Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i, agar meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penulisan skripsi. Jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan dinilai benar atau salah. Semua informasi yang Anda berikan dijamin kerahasiaannya.

Saya sangat menghargai pengorbanan waktu dan sumbangan pemikiran Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini. Oleh karena itu, saya mengucapkan banyak terima kasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara/i mendapat imbalan dari Allah SWT. Aamiin.

Bandar Lampung, Januari 2020
Peneliti

(BETI SURYANI)

A. PETUNJUK PENGISIAN

1. Berilah tanda *checklist* (✓) pada bagian identitas responden dan pada jawaban yang Bapak/Ib/Saudara/i anggap paling sesuai atas pernyataan-pernyataan di bawah ini.
2. Setiap pernyataan hanya membutuhkan satu jawaban.
3. Dimohon dalam memberikan penilaian tidak ada pernyataan yang terlewatkan.
4. Skor yang diberikan tidak mengandung nilai jawaban benar-salah melainkan menunjukkan kesesuaian penilaian Anda terhadap isi setiap pernyataan.
5. Pilihan jawaban yang tersedia adalah:
SS = **Sangat Setuju**
S = **Setuju**
CS = **Cukup Setuju**
TS = **Tidak Setuju**
STS = **Sangat Tidak Setuju**
6. Hasil penelitian ini hanya untuk kepentingan akademis saja. Identitas dari Anda akan dirahasiakan dan hanya diketahui oleh peneliti.

B. IDENTITAS RESPONDEN

1. Nama Lengkap :
2. Jenis Kelamin
 - Laki-laki ☐
 - Perempuan ☐
3. Usia
 - 18 - 24 Tahun ☐
 - 25 - 31 Tahun ☐
 - 32 - 38 Tahun ☐
 - 39 - 45 Tahun ☐
4. Pekerjaan :
 - Pelajar/Mahasiswa ☐
 - Guru/Dosen ☐
 - PNS/BUMN ☐
 - Wiraswasta ☐
 - Karyawan Swasta ☐

C. DAFTAR PERNYATAAN

1. **Tanggapan Responden Tentang Dimensi *Experiential Marketing* (X)**
Pilih jawaban yang paling anda anggap sesuai , berikan tanda (✓) pada kolom isian.

No	KOLOM PERNYATAAN	Alternatif Jawaban				
		SS	S	CS	TS	STS
1	Tata ruang Amnesti Kopi menarik untuk dilihat.					
2	Musik yang diputar di Amnesti Kopi enak untuk di dengar.					
3	Amnesti Kopi menyajikan minuman kopi yang nikmat.					
4	Kebersihan didalam ruangan Amnesti Kopi membuat nyaman.					
5	Tercium aroma kopi ketika memasuki kedai Amnesti Kopi.					
6	Karyawan Amnesti Kopi melakukan pelayanan dengan ramah.					
7	Pelayanan dilaksanakan dengan tepat (sesuai dengan apa yang dipesan).					
8	Karyawan mampu menjelaskan menu yang ditawarkan.					
9	Perasaan nyaman ketika berada didalam kedai Amnesti Kopi.					
10	Makanan dan minuman yang disajikan higienis (bersih).					
11	Harga yang ditawarkan sesuai dengan produk yang didapatkan.					
12	Amnesti Kopi memiliki konsep dapur terbuka (open kitchen).					
13	Penyeduhan kopi dapat dilihat oleh konsumen.					
14	Amnesti Kopi menawarkan variasi menu yang beragam.					
15	Daftar menu Amnesti Kopi mudah dipahami oleh konsumen.					
16	Amnesti Kopi menawarkan produk kopi yang berkualitas.					

17	Amnesti Kopi menawarkan produk makanan yang berkualitas.					
18	Amnesti Kopi adalah kedai yang sesuai dengan gaya hidup pecinta kopi.					
19	Amnesti Kopi mampu meningkatkan gaya hidup seseorang.					
20	Amnesti Kopi mampu memberikan rasa bangga setelah mengkonsumsi produk kopi berkualitas.					
21	Amnesti Kopi menggunakan sosial media (Instagram) untuk terhubung dengan konsumen.					
22	Amnesti Kopi memberikan informasi tentang produk melalui sosial media (instagram).					
23	Ada hubungan yang baik antara karyawan Amnesti Kopi dengan Konsumen.					

2. Tanggapan Responden Tentang *Consumer Satisfaction* (Y)

Pilih jawaban yang paling anda anggap sesuai , berikan tanda (√) pada kolom isian.

No	KOLOM PERNYATAAN	Alternatif Jawaban				
		SS	S	CS	TS	STS
1	Produk yang ditawarkan Amnesti Kopi sesuai dengan yang diharapkan.					
2	Pelayanan yang dilakukan karyawan Amnesti Kopi sesuai dengan yang diharapkan.					
3	Fasilitas yang ada di kedai Amnesti Kopi sesuai dengan yang diharapkan.					
4	Amnesti Kopi sangat pantas untuk dikunjungi kembali.					
5	Amnesti Kopi sangat pantas untuk direkomendasikan kepada orang lain.					

Lampiran 2 Karakteristik Responden

1. Karakteristik Berdasarkan Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	86	61.4	61.4	61.4
	Perempuan	54	38.6	38.6	100.0
	Total	140	100.0	100.0	

2. Karakteristik Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24 Tahun	38	27.1	27.1	27.1
	25 - 31 Tahun	67	47.9	47.9	75.0
	32 - 38 Tahun	21	15.0	15.0	90.0
	39 - 45 Tahun	14	10.0	10.0	100.0
	Total	140	100.0	100.0	

3. Karakteristik Berdasarkan Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	23	16.4	16.4	16.4
	Guru/Dosen	23	16.4	16.4	32.9
	PNS/BUMN	21	15.0	15.0	47.9
	Wiraswasta	41	29.3	29.3	77.1
	Karyawan Swasta	32	22.9	22.9	100.0
	Total	140	100.0	100.0	

Lampiran 3 Jumlah Data Kunjungan

Jumlah Berkunjung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Kali	78	55.7	55.7	55.7
	3 Kali	33	23.6	23.6	79.3
	Lebih dari 3 Kali	29	20.7	20.7	100.0
	Total	140	100.0	100.0	

Lampiran 4 Data Jawaban Responden

1. Data Jawaban Responden Variabel *Sense Experience* (X1)

NO	P1	P2	P3	P4	P5	Total_X1
1	3	4	4	4	4	19
2	4	5	4	5	5	23
3	4	3	3	4	5	19
4	4	3	4	4	5	20
5	4	4	4	4	4	20
6	3	3	3	3	3	15
7	5	5	4	4	3	21
8	4	4	5	4	5	22
9	5	4	4	5	5	23
10	4	3	3	4	3	17
11	4	2	3	4	5	18
12	3	3	3	5	4	18
13	3	3	3	4	5	18
14	5	5	5	5	5	25
15	5	3	3	5	5	21
16	5	5	5	5	5	25
17	5	5	4	5	5	24
18	4	3	3	4	4	18
19	4	3	3	2	4	16
20	4	3	3	3	4	17
21	5	5	5	5	5	25
22	3	3	3	4	4	17
23	3	3	3	4	5	18
24	4	5	5	4	5	23
25	4	3	4	5	4	20
26	4	3	4	3	5	19
27	5	4	5	5	5	24
28	3	5	5	5	4	22
29	4	4	3	4	4	19
30	4	5	4	4	4	21
31	3	2	2	4	4	15
32	5	5	5	5	5	25
33	5	4	5	5	5	24
34	4	4	3	4	4	19
35	5	5	3	5	5	23

36	5	5	5	5	5	25
37	4	4	4	4	4	20
38	3	2	4	4	5	18
39	3	2	3	3	4	15
40	5	5	4	4	4	22
41	4	4	4	4	4	20
42	4	3	4	4	4	19
43	3	5	5	4	4	21
44	4	5	5	4	5	23
45	2	2	3	3	4	14
46	4	3	3	3	5	18
47	4	5	5	5	5	24
48	4	4	2	3	5	18
49	5	5	5	5	5	25
50	5	5	5	5	5	25
51	2	2	4	4	4	16
52	3	3	3	5	5	19
53	4	3	2	3	5	17
54	5	5	5	5	5	25
55	4	5	4	5	5	23
56	3	1	1	5	5	15
57	5	4	5	4	5	23
58	5	5	5	5	5	25
59	4	3	4	4	5	20
60	4	4	4	4	4	20
61	4	3	3	4	4	18
62	4	1	1	2	5	13
63	5	5	5	4	5	24
64	4	4	3	4	5	20
65	4	5	4	5	3	21
66	4	4	4	4	4	20
67	5	3	3	5	5	21
68	5	5	5	4	4	23
69	5	4	3	5	4	21
70	5	4	5	5	5	24
71	5	5	5	4	5	24
72	5	4	5	5	3	22
73	5	5	5	5	4	24

74	3	5	4	4	5	21
75	5	5	5	5	5	25
76	4	4	4	5	5	22
77	5	4	5	4	5	23
78	4	5	4	2	5	20
79	5	5	5	5	5	25
80	5	5	5	5	5	25
81	5	3	3	4	4	19
82	4	4	3	4	5	20
83	4	4	4	4	4	20
84	4	4	4	4	5	21
85	3	5	5	5	5	23
86	5	5	5	5	5	25
87	4	3	4	4	5	20
88	5	5	4	5	3	22
89	3	3	3	3	3	15
90	4	4	3	3	3	17
91	5	4	5	3	4	21
92	5	4	5	4	4	22
93	4	5	4	4	5	22
94	5	5	5	5	5	25
95	5	4	5	4	5	23
96	5	5	5	5	4	24
97	4	5	5	5	5	24
98	5	5	4	4	3	21
99	4	4	5	4	5	22
100	5	4	4	5	5	23
101	4	3	3	4	3	17
102	4	2	3	4	5	18
103	3	3	3	5	4	18
104	3	3	3	4	5	18
105	5	5	5	5	5	25
106	5	3	3	5	5	21
107	5	5	5	5	5	25
108	5	5	4	5	5	24
109	4	3	3	4	4	18
110	4	3	3	2	4	16
111	4	3	3	3	4	17

112	5	5	5	5	5	25
113	3	3	3	4	4	17
114	3	3	3	4	5	18
115	4	5	5	4	5	23
116	4	3	4	5	4	20
117	4	3	4	3	5	19
118	5	4	5	5	5	24
119	3	5	5	5	4	22
120	4	4	3	4	4	19
121	4	5	4	4	4	21
122	3	2	2	4	4	15
123	5	5	5	5	5	25
124	5	4	5	5	5	24
125	4	4	3	4	4	19
126	5	5	3	5	5	23
127	5	5	5	5	5	25
128	4	4	4	4	4	20
129	3	2	4	4	5	18
130	3	2	3	3	4	15
131	5	5	4	4	4	22
132	4	4	4	4	4	20
133	4	3	4	4	4	19
134	3	5	5	4	4	21
135	4	5	5	4	5	23
136	2	2	3	3	4	14
137	4	3	3	3	5	18
138	4	5	5	5	5	24
139	4	4	2	3	5	18
140	5	5	5	5	5	25

2. Data Jawaban Responden Variabel *Feel Experience* (X2)

NO	P6	P7	P8	P9	P10	Total_X2
1	4	4	4	3	4	19
2	4	4	3	5	4	20
3	4	5	2	2	4	17
4	4	4	3	4	4	19
5	4	4	4	4	4	20
6	3	3	3	3	3	15
7	4	5	5	4	5	23
8	4	3	5	5	4	21
9	5	4	5	5	5	24
10	3	5	4	4	4	20
11	4	4	4	5	5	22
12	4	4	3	5	4	20
13	4	4	4	4	5	21
14	5	5	5	5	5	25
15	5	5	5	5	5	25
16	5	5	5	5	5	25
17	5	5	5	5	5	25
18	4	4	4	5	4	21
19	4	4	4	4	4	20
20	3	4	3	4	4	18
21	5	5	5	5	5	25
22	5	5	5	4	4	23
23	3	5	3	5	5	21
24	4	5	5	4	3	21
25	3	4	3	4	4	18
26	4	3	4	3	4	18
27	4	5	5	5	5	24
28	5	5	4	5	4	23
29	4	4	4	5	4	21
30	4	5	4	5	5	23
31	5	5	3	4	4	21
32	4	4	5	5	5	23
33	4	5	4	4	5	22
34	4	4	3	5	4	20
35	5	5	5	5	5	25
36	5	5	5	5	5	25

37	3	4	4	4	4	19
38	4	4	3	5	4	20
39	1	1	1	3	3	9
40	4	3	4	4	4	19
41	4	4	4	4	4	20
42	3	3	2	4	4	16
43	4	5	5	4	4	22
44	4	4	4	4	4	20
45	4	4	3	5	5	21
46	5	5	4	4	2	20
47	3	5	4	5	5	22
48	4	5	3	5	3	20
49	5	5	5	5	5	25
50	5	5	5	5	5	25
51	4	4	4	4	4	20
52	5	3	3	3	4	18
53	5	5	5	4	5	24
54	4	4	4	5	5	22
55	5	5	4	5	5	24
56	5	5	5	5	3	23
57	3	4	3	5	5	20
58	5	5	5	5	5	25
59	4	3	4	4	4	19
60	3	4	4	4	4	19
61	4	4	3	5	4	20
62	5	5	2	5	5	22
63	5	3	5	4	4	21
64	4	4	5	3	4	20
65	4	5	1	5	4	19
66	4	4	4	4	4	20
67	5	5	5	5	4	24
68	5	5	5	5	5	25
69	5	5	5	5	5	25
70	5	5	4	5	4	23
71	4	5	5	4	5	23
72	4	5	5	5	4	23
73	4	5	4	5	4	22
74	4	5	4	5	5	23
75	5	5	4	5	4	23

76	4	5	4	5	4	22
77	5	4	5	5	5	24
78	5	5	5	5	3	23
79	4	4	3	4	5	20
80	5	5	5	5	5	25
81	4	4	4	4	4	20
82	4	4	4	4	4	20
83	4	4	4	4	5	21
84	4	4	5	4	5	22
85	4	5	4	5	5	23
86	5	4	5	5	4	23
87	4	4	4	4	4	20
88	4	5	4	5	4	22
89	3	3	3	3	3	15
90	4	4	3	3	4	18
91	4	4	5	3	4	20
92	5	4	5	4	3	21
93	5	4	5	4	5	23
94	5	4	5	4	5	23
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97	5	4	5	5	4	23
98	4	5	5	4	5	23
99	4	3	5	5	4	21
100	5	4	5	5	5	24
101	3	5	4	4	4	20
102	4	4	4	5	5	22
103	4	4	3	5	4	20
104	4	4	4	4	5	21
105	5	5	5	5	5	25
106	5	5	5	5	5	25
107	5	5	5	5	5	25
108	5	5	5	5	5	25
109	4	4	4	5	4	21
110	4	4	4	4	4	20
111	3	4	3	4	4	18
112	5	5	5	5	5	25
113	5	5	5	4	4	23
114	3	5	3	5	5	21

115	4	5	5	4	3	21
116	3	4	3	4	4	18
117	4	3	4	3	4	18
118	4	5	5	5	5	24
119	5	5	4	5	4	23
120	4	4	4	5	4	21
121	4	5	4	5	5	23
122	5	5	3	4	4	21
123	4	4	5	5	5	23
124	4	5	4	4	5	22
125	4	4	3	5	4	20
126	5	5	5	5	5	25
127	5	5	5	5	5	25
128	3	4	4	4	4	19
129	4	4	3	5	4	20
130	1	1	1	3	3	9
131	4	3	4	4	4	19
132	4	4	4	4	4	20
133	3	3	2	4	4	16
134	4	5	5	4	4	22
135	4	4	4	4	4	20
136	4	4	3	5	5	21
137	5	5	4	4	2	20
138	3	5	4	5	5	22
139	4	5	3	5	3	20
140	5	5	5	5	5	25

3. Data Jawaban Responden Variabel *Think Experience* (X3)

NO	P11	P12	P13	P14	P15	Total_X3
1	3	3	5	3	3	17
2	4	4	4	5	5	22
3	2	2	4	2	4	14
4	5	3	3	4	5	20
5	2	3	3	3	3	14
6	5	3	2	4	4	18
7	3	2	2	3	5	15
8	3	3	3	3	5	17
9	4	3	3	3	4	17
10	4	5	5	3	3	20
11	2	4	4	2	4	16
12	4	4	4	4	4	20
13	5	4	3	5	5	22
14	5	4	4	5	3	21
15	4	5	5	4	5	23
16	4	3	3	4	3	17
17	4	3	3	3	5	18
18	4	3	3	5	2	17
19	5	4	4	4	3	20
20	4	3	3	3	3	16
21	3	4	4	4	4	19
22	4	4	3	3	3	17
23	4	4	4	4	5	21
24	3	4	4	5	3	19
25	4	4	4	5	3	20
26	4	4	3	4	4	19
27	3	4	4	4	4	19
28	2	3	3	2	4	14
29	3	3	3	3	4	16
30	3	3	3	5	4	18
31	2	4	4	3	5	18
32	2	4	4	3	4	17
33	3	3	3	4	5	18
34	3	4	4	3	4	18
35	5	3	3	4	5	20
36	2	4	4	4	4	18

37	4	3	3	4	4	18
38	4	3	3	4	5	19
39	4	4	4	4	5	21
40	4	5	5	3	4	21
41	5	5	5	3	5	23
42	5	3	3	3	3	17
43	4	4	4	4	3	19
44	3	3	3	2	3	14
45	2	3	3	3	4	15
46	3	4	4	4	4	19
47	5	3	3	3	3	17
48	5	4	4	3	5	21
49	2	4	4	4	2	16
50	4	4	4	4	5	21
51	2	3	3	4	4	16
52	4	4	4	4	4	20
53	3	3	3	4	3	16
54	3	4	4	4	3	18
55	3	4	4	4	2	17
56	3	3	3	5	4	18
57	2	3	3	4	4	16
58	3	3	3	4	5	18
59	2	3	3	4	3	15
60	3	4	4	4	3	18
61	2	3	3	3	4	15
62	3	3	3	4	4	17
63	2	3	3	4	5	17
64	3	4	4	3	4	18
65	5	3	3	4	3	18
66	2	4	4	4	3	17
67	4	3	3	4	5	19
68	5	4	4	4	5	22
69	4	4	4	3	5	20
70	4	4	4	4	3	19
71	2	4	4	4	4	18
72	2	4	4	3	5	18
73	4	4	4	3	5	20
74	5	4	4	4	4	21
75	4	3	3	4	3	17

76	3	4	4	4	4	19
77	3	3	3	4	4	17
78	3	3	3	5	4	18
79	2	3	3	4	4	16
80	3	4	4	4	4	19
81	4	3	3	3	5	18
82	4	3	3	4	4	18
83	3	4	4	3	5	19
84	4	4	4	5	4	21
85	3	3	3	4	5	18
86	4	3	3	3	5	18
87	5	4	4	5	4	22
88	4	5	4	4	4	21
89	2	4	4	3	3	16
90	2	3	3	3	3	14
91	2	5	5	4	2	18
92	2	4	4	3	4	17
93	2	4	4	3	4	17
94	3	3	3	4	5	18
95	3	4	4	3	5	19
96	5	3	3	4	4	19
97	3	3	3	3	5	17
98	3	2	2	3	5	15
99	3	3	3	3	5	17
100	4	3	3	3	4	17
101	4	5	5	3	3	20
102	2	4	4	2	4	16
103	4	4	4	4	4	20
104	5	4	3	5	5	22
105	5	4	4	5	3	21
106	4	5	5	4	5	23
107	4	3	3	4	3	17
108	4	3	3	3	5	18
109	4	3	3	5	2	17
110	5	4	4	4	3	20
111	4	3	3	3	3	16
112	3	4	4	4	4	19
113	4	4	3	3	3	17
114	4	4	4	4	5	21

115	3	4	4	5	3	19
116	4	4	4	5	3	20
117	4	4	3	4	4	19
118	3	4	4	4	4	19
119	2	3	3	2	4	14
120	3	3	3	3	4	16
121	3	3	3	5	4	18
122	2	4	4	3	5	18
123	2	4	4	3	4	17
124	3	3	3	4	5	18
125	3	4	4	3	4	18
126	5	3	3	4	5	20
127	2	4	4	4	4	18
128	4	3	3	4	4	18
129	4	3	3	4	5	19
130	4	4	4	4	5	21
131	4	5	5	3	4	21
132	5	5	5	3	5	23
133	5	3	3	3	3	17
134	4	4	4	4	3	19
135	3	3	3	2	3	14
136	2	3	3	3	4	15
137	3	4	4	4	4	19
138	5	3	3	3	3	17
139	5	4	4	3	5	21
140	2	4	4	4	2	16

4. Data Jawaban Responden Variabel *Act Experience* (X4)

NO	P16	P17	P18	P19	P20	Total_X4
1	3	3	2	3	3	14
2	4	5	5	4	4	22
3	2	2	2	2	2	10
4	3	3	5	2	3	16
5	3	3	3	3	3	15
6	4	2	3	2	4	15
7	3	4	4	2	3	16
8	3	3	3	3	3	15
9	3	3	2	3	3	14
10	3	5	4	5	3	20
11	3	5	3	3	3	17
12	4	4	3	4	4	19
13	3	3	5	3	3	17
14	3	3	3	4	3	16
15	5	5	4	5	5	24
16	3	3	4	3	3	16
17	3	3	3	2	3	14
18	4	4	4	3	4	19
19	4	5	5	3	5	22
20	4	4	4	3	4	19
21	3	3	3	4	3	16
22	3	3	4	3	3	16
23	3	4	3	3	4	17
24	4	3	3	4	3	17
25	4	4	5	4	4	21
26	3	4	4	2	4	17
27	3	3	3	4	3	16
28	2	3	2	3	3	13
29	3	3	2	3	3	14
30	3	4	3	2	4	16
31	5	3	3	4	2	17
32	3	4	3	4	2	16
33	5	4	4	3	3	19
34	4	2	4	4	3	17
35	5	4	3	3	5	20
36	4	4	4	4	2	18
37	5	5	5	3	4	22

38	4	3	4	3	4	18
39	4	4	4	4	4	20
40	4	4	4	5	4	21
41	5	3	4	5	5	22
42	4	3	4	3	5	19
43	5	4	4	4	4	21
44	4	3	3	3	3	16
45	4	4	3	3	2	16
46	5	4	4	4	3	20
47	4	3	4	3	5	19
48	4	4	4	4	5	21
49	4	5	5	4	2	20
50	4	4	4	4	4	20
51	3	3	4	3	2	15
52	4	4	4	4	4	20
53	4	3	3	3	3	16
54	4	4	4	4	3	19
55	3	4	3	4	3	17
56	5	4	4	3	3	19
57	4	2	2	3	2	13
58	4	3	2	3	3	15
59	5	3	4	3	2	17
60	4	3	4	4	3	18
61	2	4	3	3	2	14
62	4	4	4	3	3	18
63	5	5	4	3	2	19
64	3	3	5	4	3	18
65	4	3	4	3	5	19
66	4	5	4	4	2	19
67	4	4	4	3	4	19
68	4	3	4	4	5	20
69	4	4	5	4	4	21
70	3	4	5	4	4	20
71	4	4	4	4	2	18
72	4	4	5	4	2	19
73	3	4	3	4	4	18
74	4	4	4	4	5	21
75	4	3	3	3	4	17
76	5	3	3	4	3	18

77	5	4	4	3	3	19
78	3	4	4	3	3	17
79	4	3	4	3	2	16
80	4	4	3	4	3	18
81	4	2	2	3	4	15
82	4	3	3	3	4	17
83	3	4	4	4	3	18
84	5	4	3	4	4	20
85	4	4	3	3	3	17
86	5	4	3	3	4	19
87	3	3	4	4	5	19
88	4	4	5	4	4	21
89	5	3	4	4	2	18
90	2	3	4	3	2	14
91	5	4	5	5	2	21
92	5	3	3	4	2	17
93	3	4	3	4	2	16
94	5	4	4	3	3	19
95	4	2	4	4	3	17
96	5	4	3	3	5	20
97	3	3	2	3	3	14
98	3	4	4	2	3	16
99	3	3	3	3	3	15
100	3	3	2	3	3	14
101	3	5	4	5	3	20
102	3	5	3	3	3	17
103	4	4	3	4	4	19
104	3	3	5	3	3	17
105	3	3	3	4	3	16
106	5	5	4	5	5	24
107	3	3	4	3	3	16
108	3	3	3	2	3	14
109	4	4	4	3	4	19
110	4	5	5	3	5	22
111	4	4	4	3	4	19
112	3	3	3	4	3	16
113	3	3	4	3	3	16
114	3	4	3	3	4	17
115	4	3	3	4	3	17

116	4	4	5	4	4	21
117	3	4	4	2	4	17
118	3	3	3	4	3	16
119	2	3	2	3	3	13
120	3	3	2	3	3	14
121	3	4	3	2	4	16
122	5	3	3	4	2	17
123	3	4	3	4	2	16
124	5	4	4	3	3	19
125	4	2	4	4	3	17
126	5	4	3	3	5	20
127	4	4	4	4	2	18
128	5	5	5	3	4	22
129	4	3	4	3	4	18
130	4	4	4	4	4	20
131	4	4	4	5	4	21
132	5	3	4	5	5	22
133	4	3	4	3	5	19
134	5	4	4	4	4	21
135	4	3	3	3	3	16
136	4	4	3	3	2	16
137	5	4	4	4	3	20
138	4	3	4	3	5	19
139	4	4	4	4	5	21
140	4	5	5	4	2	20

5. Data Jawaban Responden Variabel *Relate Experience* (X5)

NO	P21	P22	P23	Total_X5
1	3	4	4	11
2	4	3	5	12
3	5	4	5	14
4	4	5	4	13
5	4	4	4	12
6	3	3	3	9
7	5	5	4	14
8	5	4	4	13
9	5	4	5	14
10	4	3	3	10
11	5	5	5	15
12	4	4	4	12
13	5	5	5	15
14	5	5	5	15
15	5	5	5	15
16	5	5	5	15
17	4	5	4	13
18	4	4	4	12
19	5	4	5	14
20	4	5	4	13
21	5	5	5	15
22	4	4	4	12
23	5	5	4	14
24	4	4	4	12
25	4	4	4	12
26	5	5	5	15
27	5	4	4	13
28	4	4	4	12
29	5	4	4	13
30	5	4	5	14
31	5	5	4	14
32	5	5	5	15
33	5	5	5	15
34	4	4	3	11
35	5	5	5	15
36	5	5	5	15
37	3	4	3	10
38	4	4	3	11

39	4	4	3	11
40	4	4	4	12
41	4	4	4	12
42	4	5	3	12
43	4	4	4	12
44	5	5	5	15
45	4	4	4	12
46	5	5	4	14
47	5	5	5	15
48	4	4	2	10
49	5	5	5	15
50	5	5	5	15
51	4	4	4	12
52	5	5	5	15
53	5	5	5	15
54	5	4	4	13
55	5	4	4	13
56	5	5	5	15
57	4	3	3	10
58	5	5	5	15
59	5	4	3	12
60	4	3	5	12
61	4	4	4	12
62	5	5	5	15
63	4	4	4	12
64	5	5	5	15
65	4	4	4	12
66	4	4	4	12
67	5	4	5	14
68	4	5	5	14
69	4	3	4	11
70	5	4	5	14
71	3	5	5	13
72	5	3	5	13
73	3	5	4	12
74	4	5	5	14
75	5	4	5	14
76	5	5	5	15
77	5	4	5	14
78	5	4	5	14

79	5	4	5	14
80	5	5	5	15
81	4	4	4	12
82	4	5	5	14
83	4	4	4	12
84	5	4	3	12
85	4	5	4	13
86	4	5	5	14
87	4	4	5	13
88	4	3	5	12
89	3	3	3	9
90	3	4	3	10
91	3	5	4	12
92	5	4	4	13
93	4	5	4	13
94	4	5	5	14
95	5	4	5	14
96	4	5	4	13
97	5	5	5	15
98	5	5	4	14
99	5	4	4	13
100	5	4	5	14
101	4	3	3	10
102	5	5	5	15
103	4	4	4	12
104	5	5	5	15
105	5	5	5	15
106	5	5	5	15
107	5	5	5	15
108	4	5	4	13
109	4	4	4	12
110	5	4	5	14
111	4	5	4	13
112	5	5	5	15
113	4	4	4	12
114	5	5	4	14
115	4	4	4	12
116	4	4	4	12
117	5	5	5	15
118	5	4	4	13

119	4	4	4	12
120	5	4	4	13
121	5	4	5	14
122	5	5	4	14
123	5	5	5	15
124	5	5	5	15
125	4	4	3	11
126	5	5	5	15
127	5	5	5	15
128	3	4	3	10
129	4	4	3	11
130	4	4	3	11
131	4	4	4	12
132	4	4	4	12
133	4	5	3	12
134	4	4	4	12
135	5	5	5	15
136	4	4	4	12
137	5	5	4	14
138	5	5	5	15
139	4	4	2	10
140	5	5	5	15

6. Data Jawaban Responden Variabel *Consumer Satisfaction* (Y)

NO	P24	P25	P26	P27	P28	Total_Y
1	4	4	4	4	4	20
2	4	5	4	5	4	22
3	5	5	5	5	4	24
4	4	4	4	5	4	21
5	4	4	4	4	4	20
6	3	3	3	3	3	15
7	5	4	4	5	4	22
8	5	4	4	4	5	22
9	5	4	5	5	5	24
10	5	4	2	3	2	16
11	5	3	4	5	4	21
12	4	4	4	4	5	21
13	4	3	4	3	4	18
14	5	5	5	5	5	25
15	3	5	5	3	3	19
16	5	5	5	5	5	25
17	4	4	5	5	4	22
18	5	3	4	4	4	20
19	3	4	4	4	5	20
20	4	3	4	4	5	20
21	5	5	5	5	5	25
22	3	4	4	4	4	19
23	3	3	3	3	3	15
24	5	5	4	5	5	24
25	4	4	4	4	4	20
26	4	4	4	5	4	21
27	5	5	4	4	4	22
28	5	5	5	5	5	25
29	5	4	5	4	4	22
30	4	5	4	5	4	22
31	5	5	4	5	4	23
32	5	5	5	5	5	25
33	5	3	5	5	5	23
34	4	5	4	4	4	21
35	5	5	4	5	5	24
36	5	5	5	5	5	25
37	4	5	3	4	4	20
38	4	4	4	3	5	20

39	2	2	2	2	3	11
40	3	5	5	5	4	22
41	4	4	4	4	4	20
42	4	4	4	4	3	19
43	3	3	5	3	3	17
44	5	5	4	5	4	23
45	4	4	5	4	4	21
46	4	4	4	4	4	20
47	5	5	5	5	5	25
48	3	3	4	4	3	17
49	5	4	5	4	4	22
50	5	4	5	5	5	24
51	4	4	4	4	4	20
52	5	5	3	3	3	19
53	5	5	5	5	5	25
54	4	5	5	5	5	24
55	5	4	4	4	4	21
56	3	5	5	5	5	23
57	3	3	3	3	3	15
58	5	5	5	5	5	25
59	4	5	4	5	4	22
60	4	4	3	4	4	19
61	4	4	3	4	5	20
62	3	4	3	5	3	18
63	4	4	5	5	5	23
64	4	4	4	4	3	19
65	5	3	5	5	3	21
66	5	5	4	4	4	22
67	5	5	5	5	5	25
68	5	5	5	5	5	25
69	4	4	4	5	5	22
70	4	5	4	5	5	23
71	5	5	5	5	5	25
72	5	5	5	5	5	25
73	5	5	5	5	5	25
74	5	3	5	5	5	23
75	3	5	5	5	5	23
76	5	5	5	5	5	25
77	4	5	4	5	4	22
78	5	5	5	4	4	23

79	4	4	5	5	5	23
80	5	5	5	5	5	25
81	4	4	4	4	4	20
82	5	5	4	5	5	24
83	4	5	4	5	4	22
84	4	4	4	4	5	21
85	5	4	5	4	3	21
86	4	5	4	5	5	23
87	5	5	3	5	4	22
88	3	5	4	3	5	20
89	3	3	3	5	2	16
90	5	4	4	4	4	21
91	3	5	5	5	4	22
92	5	3	5	4	4	21
93	5	4	5	4	5	23
94	4	5	4	5	5	23
95	4	5	4	5	5	23
96	4	5	4	5	5	23
97	5	5	5	5	5	25
98	5	4	4	5	4	22
99	5	4	4	4	5	22
100	5	4	5	5	5	24
101	5	4	2	3	2	16
102	5	3	4	5	4	21
103	4	4	4	4	5	21
104	4	3	4	3	4	18
105	5	5	5	5	5	25
106	3	5	5	3	3	19
107	5	5	5	5	5	25
108	4	4	5	5	4	22
109	5	3	4	4	4	20
110	3	4	4	4	5	20
111	4	3	4	4	5	20
112	5	5	5	5	5	25
113	3	4	4	4	4	19
114	3	3	3	3	3	15
115	5	5	4	5	5	24
116	4	4	4	4	4	20
117	4	4	4	5	4	21
118	5	5	4	4	4	22

119	5	5	5	5	5	25
120	5	4	5	4	4	22
121	4	5	4	5	4	22
122	5	5	4	5	4	23
123	5	5	5	5	5	25
124	5	3	5	5	5	23
125	4	5	4	4	4	21
126	5	5	4	5	5	24
127	5	5	5	5	5	25
128	4	5	3	4	4	20
129	4	4	4	3	5	20
130	2	2	2	2	3	11
131	3	5	5	5	4	22
132	4	4	4	4	4	20
133	4	4	4	4	3	19
134	3	3	5	3	3	17
135	5	5	4	5	4	23
136	4	4	5	4	4	21
137	4	4	4	4	4	20
138	5	5	5	5	5	25
139	3	3	4	4	3	17
140	5	4	5	4	4	22

Lampiran 5 Jumlah Frekuensi Pernyataan

Pernyataan 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.1	2.1	2.1
	3	25	17.9	17.9	20.0
	4	60	42.9	42.9	62.9
	5	52	37.1	37.1	100.0
	Total	140	100.0	100.0	

Pernyataan 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	11	7.9	7.9	9.3
	3	37	26.4	26.4	35.7
	4	36	25.7	25.7	61.4
	5	54	38.6	38.6	100.0
	Total	140	100.0	100.0	

Pernyataan 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	5	3.6	3.6	5.0
	3	43	30.7	30.7	35.7
	4	40	28.6	28.6	64.3
	5	50	35.7	35.7	100.0
	Total	140	100.0	100.0	

Pernyataan 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.9	2.9	2.9
	3	17	12.1	12.1	15.0
	4	64	45.7	45.7	60.7
	5	55	39.3	39.3	100.0
	Total	140	100.0	100.0	

Pernyataan 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	7.1	7.1	7.1
	4	50	35.7	35.7	42.9
	5	80	57.1	57.1	100.0
	Total	140	100.0	100.0	

Pernyataan 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	3	18	12.9	12.9	14.3
	4	71	50.7	50.7	65.0
	5	49	35.0	35.0	100.0
	Total	140	100.0	100.0	

Pernyataan 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	3	13	9.3	9.3	10.7
	4	59	42.1	42.1	52.9
	5	66	47.1	47.1	100.0
	Total	140	100.0	100.0	

Pernyataan 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.1	2.1	2.1
	2	4	2.9	2.9	5.0
	3	28	20.0	20.0	25.0
	4	51	36.4	36.4	61.4
	5	54	38.6	38.6	100.0
	Total	140	100.0	100.0	

Pernyataan 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	12	8.6	8.6	9.3
	4	52	37.1	37.1	46.4
	5	75	53.6	53.6	100.0
	Total	140	100.0	100.0	

Pernyataan 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	11	7.9	7.9	9.3
	4	69	49.3	49.3	58.6
	5	58	41.4	41.4	100.0
	Total	140	100.0	100.0	

Pernyataan 11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	30	21.4	21.4	21.4
	3	40	28.6	28.6	50.0
	4	47	33.6	33.6	83.6
	5	23	16.4	16.4	100.0
	Total	140	100.0	100.0	

Pernyataan 12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.1	2.1	2.1
	3	61	43.6	43.6	45.7
	4	66	47.1	47.1	92.9
	5	10	7.1	7.1	100.0
	Total	140	100.0	100.0	

Pernyataan 13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.1	2.1	2.1
	3	65	46.4	46.4	48.6
	4	62	44.3	44.3	92.9
	5	10	7.1	7.1	100.0
	Total	140	100.0	100.0	

Pernyataan 14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.0	5.0	5.0
	3	50	35.7	35.7	40.7
	4	66	47.1	47.1	87.9
	5	17	12.1	12.1	100.0
	Total	140	100.0	100.0	

Pernyataan 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.3	4.3	4.3
	3	36	25.7	25.7	30.0
	4	55	39.3	39.3	69.3
	5	43	30.7	30.7	100.0
	Total	140	100.0	100.0	

Pernyataan 16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	3.6	3.6	3.6
	3	47	33.6	33.6	37.1
	4	60	42.9	42.9	80.0
	5	28	20.0	20.0	100.0
	Total	140	100.0	100.0	

Pernyataan 17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.0	5.0	5.0
	3	56	40.0	40.0	45.0
	4	62	44.3	44.3	89.3
	5	15	10.7	10.7	100.0
	Total	140	100.0	100.0	

Pernyataan 18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	8.6	8.6	8.6
	3	46	32.9	32.9	41.4
	4	64	45.7	45.7	87.1
	5	18	12.9	12.9	100.0
	Total	140	100.0	100.0	

Pernyataan 19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	7.9	7.9	7.9
	3	65	46.4	46.4	54.3
	4	55	39.3	39.3	93.6
	5	9	6.4	6.4	100.0
	Total	140	100.0	100.0	

Pernyataan 20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	25	17.9	17.9	17.9
	3	58	41.4	41.4	59.3
	4	38	27.1	27.1	86.4
	5	19	13.6	13.6	100.0
	Total	140	100.0	100.0	

Pernyataan 21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	6.4	6.4	6.4
	4	59	42.1	42.1	48.6
	5	72	51.4	51.4	100.0
	Total	140	100.0	100.0	

Pernyataan 22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	7.1	7.1	7.1
	4	66	47.1	47.1	54.3
	5	64	45.7	45.7	100.0
	Total	140	100.0	100.0	

Pernyataan 23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	18	12.9	12.9	14.3
	4	57	40.7	40.7	55.0
	5	63	45.0	45.0	100.0
	Total	140	100.0	100.0	

Pernyataan 24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	22	15.7	15.7	17.1
	4	50	35.7	35.7	52.9
	5	66	47.1	47.1	100.0
	Total	140	100.0	100.0	

Pernyataan 25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	22	15.7	15.7	17.1
	4	52	37.1	37.1	54.3
	5	64	45.7	45.7	100.0
	Total	140	100.0	100.0	

Pernyataan 26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.9	2.9	2.9
	3	12	8.6	8.6	11.4
	4	68	48.6	48.6	60.0
	5	56	40.0	40.0	100.0
	Total	140	100.0	100.0	

Pernyataan 27

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	16	11.4	11.4	12.9
	4	49	35.0	35.0	47.9
	5	73	52.1	52.1	100.0
	Total	140	100.0	100.0	

Pernyataan 28

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.1	2.1	2.1
	3	19	13.6	13.6	15.7
	4	58	41.4	41.4	57.1
	5	60	42.9	42.9	100.0
	Total	140	100.0	100.0	

Lampiran 6 Hasil Uji Validitas

1. Hasil Uji Validitas Variabel *Sense Experience* (X1)

Correlations							
		Pernyataan 1	Pernyataan 2	Pernyataan 3	Pernyataan 4	Pernyataan 5	Total Variabel Sense (X1)
Pernyataan 1	Pearson Correlation	1	.557**	.466**	.412**	.240**	.737**
	Sig. (2-tailed)		.000	.000	.000	.004	.000
	N	140	140	140	140	140	140
Pernyataan 2	Pearson Correlation	.557**	1	.719**	.470**	.148	.848**
	Sig. (2-tailed)	.000		.000	.000	.082	.000
	N	140	140	140	140	140	140
Pernyataan 3	Pearson Correlation	.466**	.719**	1	.484**	.230**	.838**
	Sig. (2-tailed)	.000	.000		.000	.006	.000
	N	140	140	140	140	140	140
Pernyataan 4	Pearson Correlation	.412**	.470**	.484**	1	.254**	.712**
	Sig. (2-tailed)	.000	.000	.000		.002	.000
	N	140	140	140	140	140	140
Pernyataan 5	Pearson Correlation	.240**	.148	.230**	.254**	1	.448**
	Sig. (2-tailed)	.004	.082	.006	.002		.000
	N	140	140	140	140	140	140
Total Variabel Sense (X1)	Pearson Correlation	.737**	.848**	.838**	.712**	.448**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

2. Hasil Uji Validitas Variabel *Feel Experience* (X2)

Correlations							
		Pernyataan 6	Pernyataan 7	Pernyataan 8	Pernyataan 9	Pernyataan 10	Total Variabel Feel (X2)
Pernyataan 6	Pearson Correlation	1	.527**	.603**	.362**	.256**	.779**
	Sig. (2-tailed)		.000	.000	.000	.002	.000
	N	140	140	140	140	140	140
Pernyataan 7	Pearson Correlation	.527**	1	.428**	.463**	.313**	.758**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140
Pernyataan 8	Pearson Correlation	.603**	.428**	1	.291**	.317**	.775**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140
Pernyataan 9	Pearson Correlation	.362**	.463**	.291**	1	.379**	.666**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	140	140	140	140	140	140
Pernyataan 10	Pearson Correlation	.256**	.313**	.317**	.379**	1	.603**
	Sig. (2-tailed)	.002	.000	.000	.000		.000
	N	140	140	140	140	140	140
Total Variabel Feel (X2)	Pearson Correlation	.779**	.758**	.775**	.666**	.603**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

3. Hasil Uji Validitas Variabel *Think Experience* (X3)

		Correlations					
		Pernyataan 11	Pernyataan 12	Pernyataan 13	Pernyataan 14	Pernyataan 15	Total Variabel Think (X3)
Pernyataan 11	Pearson Correlation	1	.116	-.006	.267**	.085	.641**
	Sig. (2-tailed)		.172	.944	.001	.317	.000
	N	140	140	140	140	140	140
Pernyataan 12	Pearson Correlation	.116	1	.868**	.114	-.051	.657**
	Sig. (2-tailed)	.172		.000	.179	.546	.000
	N	140	140	140	140	140	140
Pernyataan 13	Pearson Correlation	-.006	.868**	1	.008	-.078	.550**
	Sig. (2-tailed)	.944	.000		.930	.357	.000
	N	140	140	140	140	140	140
Pernyataan 14	Pearson Correlation	.267**	.114	.008	1	-.118	.474**
	Sig. (2-tailed)	.001	.179	.930		.164	.000
	N	140	140	140	140	140	140
Pernyataan 15	Pearson Correlation	.085	-.051	-.078	-.118	1	.365**
	Sig. (2-tailed)	.317	.546	.357	.164		.000
	N	140	140	140	140	140	140
Total Variabel Think (X3)	Pearson Correlation	.641**	.657**	.550**	.474**	.365**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

4. Hasil Uji Validitas Variabel *Act Experience* (X4)

		Correlations					
		Pernyataan 16	Pernyataan 17	Pernyataan 18	Pernyataan 19	Pernyataan 20	Total Variabel Act (X4)
Pernyataan 16	Pearson Correlation	1	.224**	.289**	.305**	.228**	.661**
	Sig. (2-tailed)		.008	.001	.000	.007	.000
	N	140	140	140	140	140	140
Pernyataan 17	Pearson Correlation	.224**	1	.408**	.215**	.135	.622**
	Sig. (2-tailed)	.008		.000	.011	.112	.000
	N	140	140	140	140	140	140
Pernyataan 18	Pearson Correlation	.289**	.408**	1	.241**	.189*	.687**
	Sig. (2-tailed)	.001	.000		.004	.026	.000
	N	140	140	140	140	140	140
Pernyataan 19	Pearson Correlation	.305**	.215**	.241**	1	.036	.551**
	Sig. (2-tailed)	.000	.011	.004		.673	.000
	N	140	140	140	140	140	140
Pernyataan 20	Pearson Correlation	.228**	.135	.189*	.036	1	.562**
	Sig. (2-tailed)	.007	.112	.026	.673		.000
	N	140	140	140	140	140	140
Total Variabel Act (X4)	Pearson Correlation	.661**	.622**	.687**	.551**	.562**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

5. Hasil Uji Validitas Variabel *Relate Experience* (X5)

Correlations

		Pernyataan 21	Pernyataan 22	Pernyataan 23	Total Variabel Relate (X5)
Pernyataan 21	Pearson Correlation	1	.372**	.574**	.803**
	Sig. (2-tailed)		.000	.000	.000
	N	140	140	140	140
Pernyataan 22	Pearson Correlation	.372**	1	.425**	.734**
	Sig. (2-tailed)	.000		.000	.000
	N	140	140	140	140
Pernyataan 23	Pearson Correlation	.574**	.425**	1	.858**
	Sig. (2-tailed)	.000	.000		.000
	N	140	140	140	140
Total Variabel Relate (X5)	Pearson Correlation	.803**	.734**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

6. Hasil Uji Validitas Variabel *Consumer Satisfaction* (Y)

Correlations

		Pernyataan 24	Pernyataan 25	Pernyataan 26	Pernyataan 27	Pernyataan 28	Total Variabel Consumer Satisfaction (Y)
Pernyataan 24	Pearson Correlation	1	.346**	.361**	.469**	.396**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	140	140	140	140	140	140
Pernyataan 25	Pearson Correlation	.346**	1	.332**	.531**	.428**	.712**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140
Pernyataan 26	Pearson Correlation	.361**	.332**	1	.506**	.510**	.722**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140
Pernyataan 27	Pearson Correlation	.469**	.531**	.506**	1	.537**	.816**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	140	140	140	140	140	140
Pernyataan 28	Pearson Correlation	.396**	.428**	.510**	.537**	1	.773**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	140	140	140	140	140	140
Total Variabel Consumer Satisfaction (Y)	Pearson Correlation	.696**	.712**	.722**	.816**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 7 Hasil Uji Reliabilitas

1. *Sense Experience* (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

2. Variabel *Feel Experience* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.763	5

3. Variabel *Think Experience* (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.356	5

4. Variabel *Act Experience* (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.586	5

5. Variabel *Relate Experience* (X5)

Reliability Statistics

Cronbach's Alpha	N of Items
.716	3

6. Variabel *Consumer Satisfaction* (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

Lampiran 8 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		140
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.75293348
Most Extreme Differences	Absolute	.080
	Positive	.038
	Negative	-.080
Kolmogorov-Smirnov Z		.944
Asymp. Sig. (2-tailed)		.334

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 9 Hasil Uji Linieritas

1. Hasil Uji Linieritas Variabel *Sense Experience* (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Variabel Consumer Satisfaction (Y) * Total Variabel Sense (X1)	Between Groups	(Combined)	522.750	12	43.562	9.412	.000
		Linearity	463.663	1	463.663	100.180	.000
		Deviation from Linearity	59.086	11	5.371	1.161	.321
	Within Groups		587.793	127	4.628		
	Total		1110.543	139			

2. Hasil Uji Linieritas Variabel *Feel Experience* (X2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Variabel Consumer Satisfaction (Y) * Total Variabel Feel (X2)	Between Groups	(Combined)	548.151	11	49.832	11.342	.000
		Linearity	472.302	1	472.302	107.496	.000
		Deviation from Linearity	75.849	10	7.585	1.726	.081
	Within Groups		562.392	128	4.394		
	Total		1110.543	139			

3. Hasil Uji Linieritas Variabel *Think Experience* (X3)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Variabel Consumer Satisfaction (Y) * Total Variabel Think (X3)	Between Groups	(Combined)	159.851	9	17.761	2.429	.014
		Linearity	60.538	1	60.538	8.278	.005
		Deviation from Linearity	99.313	8	12.414	1.698	.105
	Within Groups		950.692	130	7.313		
	Total		1110.543	139			

4. Hasil Uji Linieritas Variabel *Act Experience* (X4)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Variabel Consumer Satisfaction (Y) * Total Variabel Act (X4)	Between Groups	(Combined)	165.327	11	15.030	2.035	.030
		Linearity	69.509	1	69.509	9.413	.003
		Deviation from Linearity	95.818	10	9.582	1.298	.239
	Within Groups		945.216	128	7.385		
	Total		1110.543	139			

5. Hasil Uji Linieritas Variabel *Relate Experience* (X5)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Variabel Consumer Satisfaction (Y) * Total Variabel Relate (X5)	Between Groups	(Combined)	369.920	6	61.653	11.072	.000
		Linearity	317.165	1	317.165	56.956	.000
		Deviation from Linearity	52.755	5	10.551	1.895	.099
	Within Groups		740.623	133	5.569		
	Total		1110.543	139			

Lampiran 10 Hasil Uji Hasi Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.687	2.008		4.327	.000		
Total Variabel Sense (X1)	.342	.061	.375	5.564	.000	.631	1.584
Total Variabel Feel (X2)	.316	.075	.309	4.221	.000	.536	1.867
Total Variabel Think (X3)	-.281	.093	-.210	-3.031	.003	.598	1.671
Total Variabel Act (X4)	-.047	.079	-.041	-.590	.556	.591	1.692
Total Variabel Relate (X5)	.374	.114	.210	3.267	.001	.695	1.438

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

Lampiran 11 Hasil Uji Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.601	1.785

a. Predictors: (Constant), Total Variabel Relate (X5), Total Variabel Think (X3), Total Variabel Sense (X1), Total Variabel Act (X4), Total Variabel Feel (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.687	2.008		4.327	.000
	Total Variabel Sense (X1)	.342	.061	.375	5.564	.000
	Total Variabel Feel (X2)	.316	.075	.309	4.221	.000
	Total Variabel Think (X3)	-.281	.093	-.210	-3.031	.003
	Total Variabel Act (X4)	-.047	.079	-.041	-.590	.556
	Total Variabel Relate (X5)	.374	.114	.210	3.267	.001

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

Lampiran 12 Hasil Uji T

1. Variabel *Sense Experience* (X1) Terhadap *Consumer Satisfaction* (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.254	1.239		7.469	.000
Total Variabel Sense (X1)	.588	.059	.646	9.946	.000

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

2. Variabel *Feel Experience* (X2) Terhadap *Consumer Satisfaction* (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.241	1.417		5.110	.000
Total Variabel Feel (X2)	.666	.066	.652	10.105	.000

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

3. Variabel *Think Experience* (X3) Terhadap *Consumer Satisfaction* (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	27.145	2.035		13.340	.000
Total Variabel Think (X3)	-.313	.111	-.233	-2.821	.005

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

4. Variabel *Act Experience* (X4) Terhadap *Consumer Satisfaction* (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.528	1.691		15.686	.000
Total Variabel Act (X4)	-.285	.094	-.250	-3.035	.003

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

5. Variabel *Relate Experience* (X4) Terhadap *Consumer Satisfaction* (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.940	1.696		5.273	.000
Total Variabel Relate (X5)	.952	.128	.534	7.427	.000

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

Lampiran 13 Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683.427	5	136.685	42.883	.000 ^b
	Residual	427.116	134	3.187		
	Total	1110.543	139			

a. Dependent Variable: Total Variabel Consumer Satisfaction (Y)

b. Predictors: (Constant), Total Variabel Relate (X5, Total Variabel Think (X3), Total Variabel Sense (X1), Total Variabel Act (X4), Total Variabel Feel (X2)